

Message Text

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SUBJ: OCTOBER SHOW FINAL REPORT

REF: STATE A-6316 OF AUGUST 9

1. PHARMACEUTICAL & COSMETIC MANUFACTURING EQUIPMENT & MATERIALS SHOW

2. USTC MILAN, OCTOBER 8-12, 1974

3. TWENTYSEVEN EXHIBITORS

4. SALES DURING: \$312,000

5. SALES PROJECTED DURING SUBSEQUENT YEAR:

A) NTM - \$5,687,000

B) OTM - \$1,789,000

6. ELEVEN EXHIBITORS SOUGHT EXREPS

7. SIX EXREPS APPOINTED DURING SHOW

8. TWENTY-TWO ADDITIONAL EXREPS EXPECTED TO BE SIGNED DURING NEXT
TWELVE MONTHS AS WELL AS THREE LICENSEE AGREEMENTS AND FOUR

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JOINT VENTURES.

9. N/A

10. TOTAL 1476 REGISTERED VISITORS, OF WHOM SEVENTY-EIGHT WERE NON-ITALIAN.

11. A) BANNER GDLATIN PRODUCTS CORP., CHATSWORTH, CALIF. NTM. EXPECTED SALES NEXT TWELVE MONTHS FROM \$1.4-3.5 MILLION. EXPECTS ONE SALES REPRESENTATION AGREEMENT AND TWO JOINT VENTURE AGREEMENTS DURING NEXT TWELVE MONTHS. PENETRATED ITALY, SPAIN AND YUGOSLAVIA FOR FIRST TIME. EXHIBITED SOFT ELASTIC GELATIN CAPSULES. PHILIP SIEKMAN, CORPORATED VICE PRESIDENT WROTE: "VERY HELPFUL. OPENED OPPORTUNITIES FOR EXPORTS OF CAPITAL EQUIPMENT AND MANUFACTURED PRODUCT THAT WOULD NOT HAVE BEEN AVAILABLE TO A RELATIVELY SMALL COMPANY." CLEARED.

B) BECTON DICKINSON & CO., RUTHEFORD, NEW JERSEY. OTM. ON FLOOR SALES \$5,000. EXPECTED SALES NEXT TWELVE MONTHS: \$1,000,000. SHOWED "HY-PAK" SYRINGES. LUCIO IMPROTA, SALES PROMOTION COORDINATOR WROTE: "THIS WAS AN IMPORTANT SHOW FOR BECTON DICKINSON AND MET ALL OUR EXPECTATIONS... ORGANIZATION OF THE SHOW WAS EXCELLENT." CLEARED.

C) CARSON CHEMICAL CO., LONG BEACH, CALIF., NTE. EXPECTED SALES NEXT TWELVE MONTHS: \$1 MILLION. EXPECTS TO SIGN THREE REPRESENTATION AGREEMENTS. PENETRATED ITALY, SWITZERLAND AND YUGOSLAVIA FOR FIRST TIME. SHOWED RAW MATERIALS FOR COSMETIC INDUSTRY. RALPH RICCA, TECHNICAL SALES COORDINATOR, WROTE: "WE ARE QUITE PLEASED WITH THE HANDLING OF THE EXHIBITION. ALL SET-UP DETAILS WERE EXCELLENTLY HANDLED. ALL TRADE CENTER PERSONNEL WERE EXTREMELY COOPERATIVE AND FRIENDLY." CLEARED.

D) MARKET ENGINEERING/SHIELDS AMPOULE MACHINE CO., TURNERVILLE, NEW JERSEY. NTM. ON FLOOR SALES: \$127,000. EXPECTED SALES NEXT TWELVE MONTHS: \$650,000. EXPECTS TO SIGN ONE REPRESENTATION AGREEMENT (ALTHOUGH FIRM ORIGINALLY WAS NOT SEEKING EXREP). PENETRATED ITALY, HOLLAND AND FRANCE FOR FIRST TIME. SHOWED UNCLASSIFIED

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SYRINGE FILLING EQUIPMENT. WALTER M. ROVINSKI, PRESIDENT, MARKET ENGINEERING WROTE: "WE FOUND THE EXHIBITION AN EXCELLENT INTRODUCTION INTO THE EUROPEAN MARKET, AS WELL AS ITALY." CLEARED.

12. THIS THEME, TRIED HERE FOR THE FIRST TIME EVER AT ANY U.S. TRADE CENTER, HAS CLEARLY UNEARTHED A SIZEABLE MARKET FOR US EXPORTS, BOTH IN ITALY AND THROUGHOUT EUROPE. DESPITE

ITALY'S SEEMINGLY PERENNIAL POLITICAL CRISIS (THIS TIME COMBINED WITH DEEPENING ECONOMIC PROBLEMS, COMPLICATED BY GROWING UNEMPLOYMENT AND A VERY HIGH INFLATION RATE), SHOW WAS CONSIDERABLE SUCCESS, WITH GOOD FLOOR SALES AND HIGH PROJECTED 12-MONTH SALES. TIE-IN WITH MAC, INT'L CHEMICAL SHOW WHICH RAN CONCURRENTLY WITH OUR SHOW ON ADJACENT FAIRGROUNDS, WAS CLEARLY BENEFICIAL, WITH MORE THAN HALF OF OUR NEARLY 1500 VISITORS COMBINING VISITS TO BOTH SHOWS. SERIES OF TECHNICAL CONFERENCES, CONDUCTED ON OCTOBER 9 BY MTC EXHIBITORS, DREW "SRO" CROWDS AND GENERATED GOOD TECHNICAL INTEREST. OPENING NIGHT RECEPTION, COMBINED WITH MTC DIRECTOR'S PRESS CONFERENCE ANNOUNCING '74-'75 EXHIBITION SCHEDULE WAS BEST ATTENDED IN LAST SEVERAL YEARS AND RECEIVED EXCELLENT PRESS COVERAGE, AUGURING WELL FOR CURRENT EXHIBITION YEAR. ELEVEN EXHIBITORS SOUGHT EXREPS; SIX WERE APPOINTED DURING THE SHOW, INCLUDING ONE FROM HOLLAND, AND AN ADDITIONAL TWENTY-TWO WERE EXPECTED TO BE APPOINTED OVER THE NEXT TWELVE MONTHS. THREE LICENSING AGREEMENTS AND FOUR JOINT VENTURES WERE ALSO EXPECTED AS A RESULT OF THE EXHIBITION. WHILE EQUIPMENT SECTOR OF THE SHOW THEME WAS A BIT SPARSE, PRODUCT MIXTURE WAS NEVERTHELESS VARIED AND SPECIFIC EMPHASIS OF MATERIALS, JUDGING FROM SHOW RESULTS, STRUCK EXTREMELY RESPONSIVE CHORD WITH ITALIAN BUYERS. SIXTEEN OF 27 EXHIBITORS WERE NTM; TWENTYFOUR STATED THAT THEIR FIRST OBJECTIVE HAD BEEN ACHIEVED WITH ONLY THREE RESPONDING PARTIALLY. FINA

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